Green-e Product Labeling Initiative

Maximizing the Benefits of a Green Power Purchase through On-package Claims

Këri Bolding
Director of Communications & Business Promotions
Center for Resource Solutions
Tenth National Green Power Marketing Conference
October 24th, 2005; Austin, Texas

Presentation Overview

- CRS and Green-e
- Green-e Product Labeling Initiative
- Examples of Labeling and Claims
- Labeling Standards and Steps
- Results, Benefits and Testimonials

Who is CRS?

Center for Resource Solutions

CRS sponsors national and international programs that support the increased supply and use of renewable energy resources.

- Non-profit organization
- Promotes renewable energy & energy efficiency
- Independent: 90% financial support through foundation and government grants
- Leading national certification and verification organization for renewable energy

What is Green-e?

- National symbol for renewable energy excellence
- Represents consumer & environmental protection
- Assures quality offering
- Standards developed over years of stakeholder-driven national discussion
- Recognizes best practice programs
- Enhances consumer confidence

Suppliers of Green-e Certified Renewable Energy Products

we energies
Xcel Energy
renewablechoice ENERGY
WPS
SKY energy
SUN POWER ELECTRIC
SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.
Santee Cooper
STERLING PLANET
TVA
3 PHASES
POWERLIGHT
SOLAR ELECTRIC SYSTEMS
COMMUNITY ENERGY
Aquila
PEOPLE'S Power & Light
evolution MARKETS LLC
ALLIANT ENERGY.
Green Mountain Energy
EAD Environmental
AMP OHIO
BONNEVILLE ENVIRONMENTAL FOUNDATION
CITY OF PALO ALTO UTILITIES
WindCurrent
pepco Energy Services
RENEWABLE VENTURES
Constellation NewEnergy.
MAINSTAY ENERGY
ENERGY COOPERATIVE
CSG
Conservation Services Group
PPM Energy
A ScottishPower Company
enXco
VisionQuest
ConEdison Solutions

The Green-e Product Labeling Initiative (PLI)

- Green-e is national “on-package” brand for renewable energy, seen by millions of consumers
  - It denotes renewable energy excellence and environmental commitment
- PLI allows the Green-e logo to be used on ***packages of consumer products***
  - Apply your purchase toward an accurate, on-package claim that distinguishes either their company’s use of certified renewable energy or their product as “Made with Certified Renewable Energy.”
    - “***We Buy Certified Renewable Energy***”
    - “***Made with Certified Renewable Energy***”

Evolution of PLI

- For the past two years, business customers have been inquiring about use of the Green-e logo
- Concept testing has been underway for the past year with Interface Fabrics, Lundberg Family Farms, Choice Organic Teas, and others
- After successes we developed a separate program to meet the growing needs of businesses purchasing renewable energy and seeking to use the Green-e Logo in their marketing efforts.
- The Product Labeling Initiative (PLI) continues to receive inquiries regularly, and staff are seeking market feedback on to enhance the program.
- Upcoming activities include business outreach and education, media promotion and evaluation.
- *More than 115 products will feature the Green-e Logo and claims such as "Made with Renewable Energy" by the end of 2005.*

The Next Generation of Product Distinction…

- Renewable energy use is the next generation of environmental performance indicators for consumer products, taking its place alongside other consumer labels such as those for recycled products, organic food, fair trade practices, and energy efficiency.

Product Labeling

Example: Lundberg Family Farms

Interface Fabrics, Inc.

InterfaceFabrics

- Made initial purchase to cover the annual estimate of 1million units of Terratex® fabric line.
- Since purchase, labeling and claims, they have doubled that to over 2 million units sold.
- Now their renewable energy is handled by Corporate Sustainable Operations, and they are including 2 new products, carpet tile and broad loom.

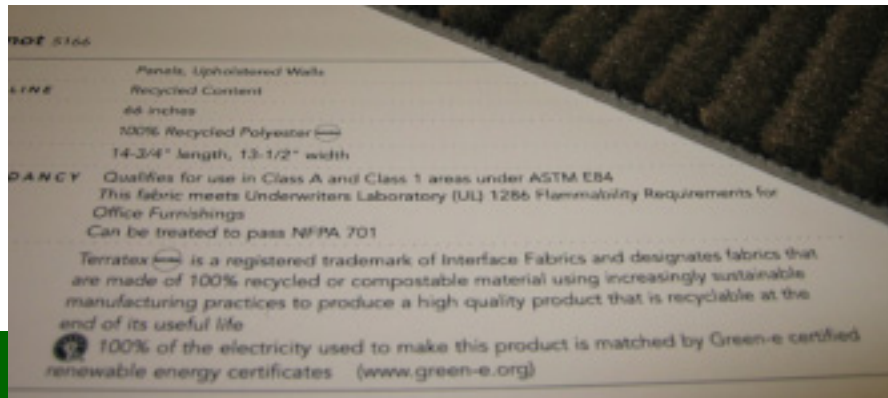
Interface Fabrics, Inc.

Interface uses Green-e Materials at public events and trade shows to further promote their commitment:

Our Neocon show in Chicago was a huge success. Thank you again for all the material you sent. The Green-e workstation was the busiest!! I'd say about 70% of the visitors heard about Green-e with 30% knowing the entire concept. I am sure they left with more knowledge and understanding of the program.

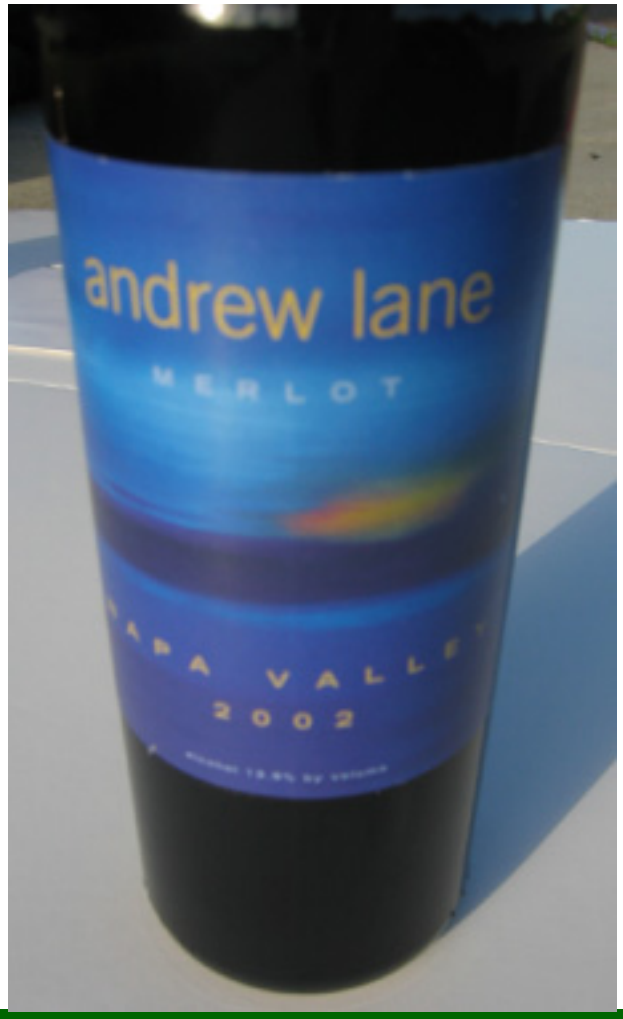
-Rosemarie de Asis, Marketing Coordinator, Interface, Inc.

InterfaceFabrics



Product Labeling

Example: Andrew Lane Cellars



Product Labeling

Example: Timberland

- Making purchase to cover 100% of the electricity needed to produce their Miōn line of footwear.
  - sandal
  - slide
  - men's shoe
  - flip-flop

Product Labeling

Example: prAna clothing

Product Labeling

Example: Choice Organic Teas

The Green-e Logo and accurate generation and purchase claims are featured on many more products, from juices to paper, clothing and coffee.

Product Labeling

Example: H2Gro Tomatoes

Innovative Power Systems grows their H2GRO tomatoes in a hydroponic greenhouse that is powered by 100% renewable energy.

Product Labeling

Example: Extra Virgin Olive Oil by Harris Ranch, Napa Valley

Harris Ranch Napa Valley is powered 100% by its on-site solar generation system. They currently label their award winning Extra Virgin Olive Oil with the Green-e logo and information about their certified renewable energy.

Example: Ski Resorts

- Ski resorts build awareness through promotion:
  - Many ski resorts across the country purchase renewable energy and promote their commitment and connect with customers.

Additional Applications:

Mini Tags or “POP” tags

- Small amounts of renewable energy are sold to consumers at “Point of Purchase” (i.e. lift ticket counters) allowing them to also support renewable energy.

Consumers can use mini tags to offset ski lift rides and travel to the resort.

National Standard: Product Requirements

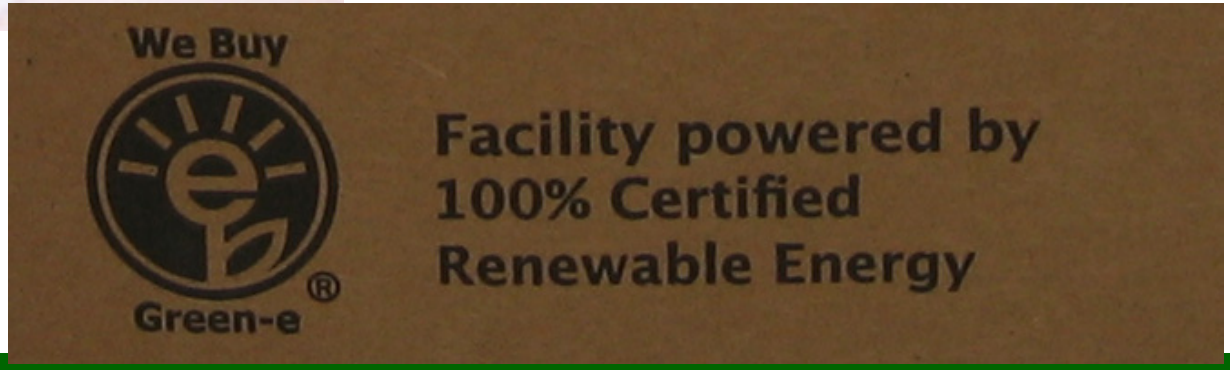
- 50% or more of the product line's annual metered electric use comes from one or more of these following eligible renewable resources: solar electric, wind, geothermal, biomass, and certified low-impact hydro facilities
- If a portion of the electricity used to produce the product is non-renewable, the air emissions are equal to or lower than those produced by conventional electricity
- There are no specific purchases of nuclear power
- The electricity supply or product meets the Green-e new renewable requirement and has come online since January 1, 1999

Steps to Labeling

- ☑ Purchase energy or RECs from a Green-e certified renewable supplier, or have your on-site renewable generation certified eligible for product labeling
- Complete the Green-e customer Logo Display Agreement
- Use an *Account Representative* to help specialize your claim or follow the Customer Logo Use Guidelines
- Display the Green-e logo and language on products and corporate-wide materials such as brochures, websites, and newsletters
- Complete the Annual Attestation Form on the anniversary of your contract signing.

Labeling Choices

- Green-e Account managers work with businesses create accurate, high impact claims based on commitment.



Green-e…

- **Representatives Assist Businesses** in assessing appropriate offset investments and understanding a range of renewable energy options.
- **Communications Specialists Provide Expertise** in promotions opportunities using accurate impact claims and the nation's most recognized symbol for renewable energy excellence.
- **Information Networks Connect Businesses to Businesses** for exchange of best practices and case studies.

Benefits to Users

- **Increased Sales and Investments**
- Valuable Brand Distinction in a Competitive Marketplace
  - Provides an edge over competitors in the marketplace
- Federal Recognition
  - EPA Green Power Partnership
- Internal/External Promotion Opportunities
  - CRS provides communications assistance and public recognition, including a description on the Green-e website
- Positive Media & Public Relations
  - Brings renewable energy to the attention of millions of diverse consumers
  - Positive employee and community response
  - Eliminates initial concerns of buyers such as

    "how do I know that I am being delivered what I am being offered"

Challenges...

“EcoLogo” Choices (External)

- Organic
- Fair Trade
- Bird Friendliness

Meeting Demand (Internal)

- Account Management
- Verification
- Inquiries

Green-e is Important to the Customer...

To consumers across North America, Green-e means

- High Quality
- Credibility
- Verification
- Consumer/Environmental Protection
- TRUST

Outlook...

Accommodating Big Picture in Energy…

- Developing standards to certify offsets:
  - Carbon
  - Transportation
  - Heating

Benefits to Users

Quotes

We feel grateful that we have grown to a point that we have the resources to launch initiatives such as this - clearly this is one of the most effective ways to begin the conversation with our customers directly about the things that matter the most. By aligning ourselves with Green-e certified sources we are assured of our purchases integrity, and that is important to us.

-Beaver Theodosakis, founder and owner, **prana**

Choice Organic Teas chose to display the Green-e Logo to inform our customers about our commitment to renewable energy sources. Green-e Certification ensures that our renewable energy is high quality and independently verified.

-Ray Lacorte, Operations Manager, **Choice Organic Teas**

Green-e has been very accessible to Batdorf & Bronson through our promotion and purchase of renewable energy for our company. Sustainable business practices are extremely important to us. We initially purchased renewable energy for our facilities because it's the right thing to do, but Green-e provided a great resource to help us explore the full marketing value of our commitment.

-Lois Maffeo, Information Officer, **Batdorf and Bronson**

For More Information:

Contact:

Këri Bolding
Director of Communications & Business Services
Center for Resource Solutions
(415) 561-2100
kbolding@resource-solutions.org

Website: www.green-e.org/PLI